

## New Course Proposal Form

### Directions:

- A. Complete this form.
- B. Attach a syllabus or course guidelines that include:
  - a. List of measurable student learning outcomes
  - b. Information on how outcomes will be assessed including descriptions of reading and writing activities, projects, presentations, testing, etc.
  - c. List of course requirements such as attendance, assignments, etc.
- C. Have your proposal reviewed by the appropriate department and school/college committee.
- D. Submit your proposal to the University Curriculum Committee in care of the Office of Academic Affairs.

### Form Information:

1. Department/Program: Electronic & Photographic Media/Interactive Digital Media
2. Course Information: INTM / 2350 / Production Tools For Advertising and Public Relations

Prefix	Number	Title
3	/	None
Credit Hours		Prerequisites
3. Catalog Description for the catalog: (This description should briefly describe the basic content of the course as it will be offered.

Students will learn the basic tools and skills of Adobe Photoshop, Adobe Illustrator, and Adobe InDesign; learn how to create a business presentation using Microsoft PowerPoint; and, learn introductory Web development skills using Adobe ImageReady and Macromedia Dreamweaver. All class activities will focus on these software tools and the production skills required to perform everyday tasks in the business world.

4. May students repeat this course for credit? No.
5. What is the rationale for adding this course?

Public relations and advertising majors will work in a dynamically changing profession dependent on technology to deliver strategic communications programming. The School of Communications offers no course which tailors communications technologies to the practice of public relations and advertising. This course will fill that void and address the goals of the five-year plan for the public relations program.

- a. How does it support the philosophy and enhance the curriculum of your department?

The course will address a specific learning outcome for the public relations and advertising majors:

Acquire production skills in those tactical areas important to successfully functioning as a public relations professional including: desktop publishing, Internet Web site management, computer software applications, and any other medium relevant to the student's chosen career path.

b. How does it relate to the overall University curriculum?

The course will be required for all public relations and advertising majors.

6. Should this new course be considered for General Education coding? No.

If yes, attach the Application for General Education Coding Form.

7. Staffing requirements:

a. Qualifications necessary for instructor: MA or practical experience

b. What staffing changes, if any, will be necessary to offer this additional course? None.

8. When will this course be initiated? Fall 2007 How often will it be taught? Each semester.

9. Does this course affect degree requirements in your, or any other, department/program's major, emphasis, minor, or certificate? Yes.

If yes, please attach corrected catalog copy for approval.

10. List any existing University course(s), undergraduate or graduate, which are similar in title and/or subject matter and explain how this course differs from them. None.

11. Are University resources adequate to support this course? (library holdings, space, specialized equipment, etc.) Yes.

If not, what additions are necessary?

12. What course(s), if any, will be dropped to make room for this course? None.

13. What entities (department, college/school) have reviewed and approved this proposal? School of Communications faculty.

Signatures:

Brian Bonnett / 16 Jan 2007  
Department/Program Chairperson / Date

Dahad Caputo / Jan 17, 07  
Dean of College/School / Date

[Signature] / 30 Jan 2007  
Chair, Curriculum Committee / Date

# **Course Development Guidelines**

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## **INTM 2350 – PRODUCTION TOOLS FOR ADVERTISING AND PUBLIC RELATIONS**

### **Course Rationale**

Public relations and advertising majors will work in a dynamically changing profession dependent on technology to deliver strategic communications programming. The School of Communications offers no course which tailors communications technologies to the practice of public relations and advertising. This course will fill that void and address the goals of the five-year plan for the public relations program.

### **Catalog Description**

Students will learn the basic tools and skills of Adobe Photoshop, Adobe Illustrator, and Adobe InDesign; learn how to create a business presentation using Microsoft PowerPoint; and, learn introductory Web development skills using Adobe ImageReady and Macromedia Dreamweaver. All class activities will focus on these software tools and the production skills required to perform everyday tasks in the business world.

### **Learning Outcomes**

- Production skills in those tactical areas important to successfully functioning as a public relations professional including: publishing graphics, Internet Web site management, and computer software applications.
- Basic skills and experience in the use of graphic communications software for the production of publications and graphic illustrations typically used in advertising and public relations.
- Ability to create and deliver business presentations using presentation software.
- Knowledge of Internet communications processes and a basic understanding of the skills and techniques used to create and manage a communications presence on the Internet including a Web site.

### **Course Content**

Content of the course will include the following modules:

#### **Graphic Production Tools**

- Basic computer software used in graphic production such as Adobe InDesign and its uses in advertising and public relations.

- Illustration creation software such as Adobe Illustrator and its uses in advertising and public relations.
- Photo illustration editing and processing software such as Adobe Photoshop and its uses in advertising and public relations.

### **Business Production Tools**

- Using Microsoft PowerPoint to create business presentations.

### **Internet Production Tools**

- Internet communications techniques used in advertising and public relations.
- Strategies, processes and technologies used in creating a Web site.
- Basic Web site creation software including Adobe ImageReady and Macromedia Dreamweaver.

### **Assessment Tools**

**Projects** – Students will create finished projects in each module using production tools covered by the instructor and will be graded on the mastery of the tools and processes.

**Presentation** – Each student will prepare and present to the class a formal business presentation using the software, techniques and skills covered in class.

**Examinations** – Students will be tested on their knowledge with short projects and quizzes.

### **Course Requirements**

- Minimum attendance as set by the instructor
- Successful completion of all projects
- Participation in group activities conducted during the class
- Completion of all quizzes and examinations